

AMENDMENTS TO THE SPECIFICATION:

Please insert the following heading as a new paragraph before the paragraph starting at page 1, line 2:

BACKGROUND OF THE INVENTION

Please insert the following heading as a new paragraph before the paragraph starting at page 1, line 29:

SUMMARY OF THE INVENTION

Please replace the paragraph beginning at page 1, line 29 with the following rewritten paragraph:

An object of the present invention is to provide a method and a corresponding product in the form of a label which offer improvements in relation to at least ~~on~~ one or more of these criteria, or improvements generally.

Please replace the paragraph beginning at page 18, line 17 with the following rewritten paragraph:

Thus, according to one aspect of the invention, there is provided: a label assembly adapted to be applied to a beverage container such as a bottle. The label assembly is likewise adapted to encircle the bottle, in use. At least one removable label portion is provided, which is adapted to be peeled or otherwise separated from the remainder of the label so as to

enable a user to gain access to information or other matter, such as information relating to a game of chance. The first and second label portions are disposed, in use of the label, in superimposed laminar assemblage. In one preferred embodiment, these label portions each provide their own complete encircling label element around an external profile of the bottle, one encircling the other. In another embodiment, at least the outer label element, provides a complete encircling label element, and is provided with user-actuatable means, such as one or more tear lines or the like, to enable the user to commence peeling or otherwise removing a portion of the outer label element. The said outer label element comprises a polymeric film or sheet material comprising a polymerised unsaturated hydrocarbon (such as polypropylene) having a coefficient of tensile flexibility greater than that of the corresponding polymerised ester (or polyester), such as polypropylene (or polyethylene) terephthalate, whereby the label element has an absolute extensibility under conditions of use of the label in relation to bottles of carbonated beverage sufficient for the label element to be able to elastically extend to accommodate the expansion of the bottle under conditions of expansion of same under conditions of high ambient temperatures such as occur in extreme summer conditions, without compromising the integrity of the user-actuatable means, such as one or more tear lines or the like, to

~~enable~~ enable the user to commence peeling or otherwise removing a portion of ~~he~~ the outer label element, even after significant expansion of the beverage container under such relatively high-temperature conditions as affecting the pressure of the carbonated beverage.

Please insert the following heading as a new paragraph before the paragraph starting at page 24, line 8:

BRIEF DESCRIPTION OF THE DRAWINGS

Please insert the following heading as a new paragraph before the paragraph starting at page 25, line 9:

DETAILED DESCRIPTION